

Cape Fear Academy

A learning community committed to discovering and developing individual potential, preparing each student for success in college and life.

Located in Wilmington, NC, Cape Fear Academy is southeastern North Carolina's premier PK3-12 independent school. A learning community of about 740+ students and 100+ faculty and staff members, CFA is guided by the mission of discovering and developing individual potential. To accomplish this goal, CFA offers students an impressive array of opportunities in academics, the visual and performing arts, and athletics. Our 68-acre campus has state-of-the-art facilities that provide a rich and inspiring physical environment for students to explore and develop their passions. More important, CFA boasts a committed faculty and staff who live the school's mission in their daily interactions with students.

Teachers at Cape Fear Academy deliver high quality instruction that emphasizes critical thinking, written and oral communication, and collaboration in a technology-rich environment. CFA's academic curriculum, recorded in an online mapping system, establishes clear, coordinated goals for each course and grade level while still allowing teachers the freedom to be creative and innovative in their instructional choices. Academic departments foster collaborative decisions about curriculum, materials, and departmental goals. This high level of collegiality as well as support for continuous professional development make CFA an ideal place to grow professionally.

All members of the CFA community are familiar with and expected to uphold and foster the core values of respect, integrity, resilience, and accountability. These core values are the cornerstone for a newly-developed leadership program that empowers students to develop leadership skills, enabling them to go further in school and in life.

Applications are now being accepted for the following position:

Associate Director of Advancement for Communications

Major Responsibilities:

1. Develop an annual communications/marketing plan to strategically drive maximum results for admissions recruitment and retention, donor and constituent cultivation, and stewardship and brand awareness.
2. Write and edit compelling content as well as plan, organize, and direct all communications to include general features and stories, photography, publications, social media, and the school's online presence.
3. Position the school to take advantage of opportunities to build CFA's brand through all emerging mediums.
4. Create printed publications such as Annual Report, regular constituency communications, stewardship reports and newsletters.
5. Ensure CFA publications created for external audiences meet the quality control standards of the school.
6. Maintain relationships with various media outlets to ensure regular presence in local, state, and regional outlets.
7. Performs other projects and duties as assigned.

Knowledge, Skills and Abilities:

- Demonstrate excellent written and verbal communication skills
- Excellent customer service and interpersonal skills
- Must take initiative, be reliable and be able to manage multiple projects with competing deadlines.
- Experience working with designers on publications from concept to printed product.
- Must possess skills in the following:
 - Writing and editing for a variety of platform and content types
 - Basic graphic design (Adobe programs preferred; Canva acceptable)
 - Website editing
 - Photography and photo editing (Photoshop preferred)
 - Videography (Premiere Pro preferred)
 - Email Newsletters
 - Social media management

Education: Bachelor's degree required in journalism, communications, English, marketing or another related field.

Experience: A minimum of seven years in communications, public relations, marketing or other directly relevant field. Experience at an independent school or private college preferred.

Equivalency:

Directly related experience or a combination of directly related education and experience may be considered in place of the above requirements.

Salary and Benefits: A competitive compensation and benefits program

Starting Date: ASAP

To Apply: Go to our website – capefearacademy.org/About/Employment and click on “Apply Here”.